

ABSTRACT

A method for delivering listing-specific multimedia to users visiting online directories through the use of a multimedia icon. Users searching online directories can select to view multimedia information associated with individual directory entries by clicking on an icon which serves as a hypertext link to the selected multimedia content. Users are also provided with options for selecting their preferred file format for viewing the selected multimedia information such that the multimedia information may be provided to the user in a specific commercial multimedia player format, including, but not limited to, QuickTime, RealMedia and Windows Media Player.

Patent Application